

The Influence of Social Media Marketing on Customer Brand Engagement in Forming Brand Loyalty at Kopi Janji Jiwa

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ABSTRACT

The purpose of this study is to analyze the effect of Social Media Marketing which includes Entertainment, Customization, Interaction, Electronic Word of Mouth (EWOM), and Trendiness on Customer Brand Engagement as mediation which affects Brand Loyalty to Kopi Janji Jiwa in the three largest metropolitan city in Indonesia, which is Jakarta, Surabaya and Bandung.. This research model is conducted quantitatively using data taken by purposive sampling with questionnaires distributed online. A sample of 133 was obtained which met the requirements for analysis with PLS-SEM. The results showed that Entertainment and Interaction affect Customer Brand Engagement, where Entertainment is the most influential on Customer Brand Engagement. Then it was found that Customer Brand Engagement affects Brand Loyalty of Kopi Janji Jiwa. Based on the research results, managerial implications is to develop Instagram content and Instagram features in interacting with customers in building Customer Brand Engagement which encourages Brand Loyalty. The theoretical implications of this research are identifying Social Media Marketing element variables that can shape Customer Brand Engagement towards Brand Loyalty and developing research models and supporting previous research.

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1. INTRODUCTION

Social Media Marketing is a new dimension in digital marketing practices [1]. Social Media Marketing is the use of social media in marketing activities and interactions with customers in building strong relationships through methods and strategies to achieve marketing targets [2]. Social Media Marketing is also explained as the process of sharing and communicating brand-related information through social media [1]. Most marketers have turned to Social Media Marketing to offer promotions, advertise and build relationships with customers [3]. This statement is also supported by Blazheska et al who stated that companies are starting to realize that Social Media Marketing can help them build relationships, where through social media, customers can get the latest information about brands and communicate with the company [4]. The use of social media in Social Media Marketing to

offer their products will drive brand awareness, purchases, open up new opportunities, and influence customer decisions [5].

Indonesia is in third place for the most social media users. Among several popular social media in Indonesia such as Whatsapp, Instagram, TikTok, Facebook, X (Twitter) and others, based on data in January 2024, it shows that Whatsapp is the most frequent choice of social media, with a percentage of 90.9%. Then, in second place is Instagram with a percentage of 85.3%, third place is Facebook with a percentage of 81.6%, fourth place is TikTok with a percentage of 73.5%, fifth place is Telegram with a percentage of 61.3% and in the next order there are X (Twitter), Facebook Messenger, Pinterest, Kuaishou, and LinkedIn.

Social media platforms have become a choice for entertainment, interacting with others and finding products and services. Social media influences the customer decision-making process, including at the stages of product awareness, consideration, evaluation, purchasing to repeat purchases. This is the reason for marketers to maximize their Social Media Marketing strategy with the aim of acquiring, retaining customers and expanding the market. One of the social media used for Social Media Marketing practices or activities is Instagram [6]. Compared to other social media platforms, Instagram has features that are attractive and make it easier for customers to obtain information related to brands or make purchases. Customers can visit and follow brand accounts that display a selection of products or services offered, follow influencers or friends related to the brand, visit the brand's website, and make a purchase process [7]. Another study conducted by Locowise (2017) and Globalwebindex (2015) on Vinerean and Opreana, also stated that customers tend to prefer to shop through Instagram, especially after seeing or interacting with brand uploads on Instagram [7]. In addition, it was found that Instagram shows higher customer engagement with brands than customer engagement through other social media such as Facebook or X. The high level of customer engagement, it is known that 71% of famous brands globally have used Instagram for their marketing, including brands in the food and beverage industry.

Customer Brand Engagement is a very important marketing concept, especially with the emergence of social media has strengthened the importance of this concept [8]. Customer engagement can be in the form of participation and discussion on platforms provided by the company as a medium to obtain information related to products. In addition, Customer Brand Engagement is also reflected in the interaction between customers and brands, customer experiences with brands and preferences for promotions offered [9].

Consumer activity involvement in brands in Customer Brand Engagement involves emotional, cognitive, and social activities. Customer engagement with brands that refers to emotions relates to customer feelings that arise when buying and using products. Then, in the cognitive aspect, it can be seen in the customer's interest in finding out more about the brand and the social aspect is shown by customers talking about or recommending the brand to others [10]. Customer Brand Engagement has become important in the world of marketing because when customers feel attached to a brand or product, customers tend to make repeat purchases that lead to Brand Loyalty. Brand Loyalty is the behavior of customers to buy or use products repeatedly and are considered less interested in switching to other brands even though there is a price change [11]. Brand Loyalty is a measure for companies to see the extent of the relationship between customers and brands. Customer commitment to always buy a product and service in the future will indicate loyalty to the brand [12].

Understanding the drivers of Brand Loyalty is important for marketers, especially in designing effective marketing strategies. Increasingly tight market competition is also a factor in creating Brand Loyalty. This aims for companies to be able to obtain and maintain customer loyalty so that brands can maintain their position in the market and maintain the stability of the company's income [13].

The coffee shop business in recent years has become a contemporary business in Indonesia (Gobiz, 2019). The growth of the coffee shop business in Indonesia was seen in 2017 to 2021, where it

is estimated to have grown by 11.4% [14]. Coffee shop brands in Indonesia today include Kopi Janji Jiwa, Kopi Kenangan, Fore, Tomoro Coffee and many more. The emergence of various coffee shop brands in Indonesia has caused competition in the coffee shop business in Indonesia to become increasingly tight [14]. So, in dealing with this, coffee shop businesses use Social Media Marketing through Instagram to increase brand awareness, introduce their products, and maintain brand image to maintain customer interest in the brand [15].

Kopi Janji Jiwa, a coffee shop from Indonesia that currently occupies the "The Largest Coffee Chain in Indonesia", which was established in 2018. Kopi Janji Jiwa is part of the Jiwa Group which is headquartered in Jakarta, Indonesia. Kopi Janji Jiwa has a menu of more than 50 choices in more than 900 outlets spread across more than 100 cities in Indonesia. Figure 1.5 shows the Top Brand Award data for 2024 which shows that Janji Jiwa is the most favorite coffee shop among other well-known local coffee shop brands, such as Kopi Kenangan, Kopi Kulo, and Fore Coffee. Billy Kurniawan is the Founder and CEO of Kopi Janji Jiwa who is indeed interested in the world of coffee. Kopi Janji Jiwa was initiated by the owner who wanted to create his own coffee brand with a classic taste for coffee lovers in Indonesia. The name Janji Jiwa itself is interpreted as the owner's promise to create the best local coffee shop brand in Indonesia. Kopi Janji Jiwa is also famous for their tagline "#kopidarihati", where the tagline means that every cup of coffee is made with the heart, and not just to sell a product, but the owner has channeled all his passion and skills in one cup of coffee.

The use of social media marketing involves elements in social media marketing, namely Entertainment, Customization, Interaction, Electronic Word of Mouth (EWOM) and Trendiness. Entertainment refers to the creativity of marketers in carrying out their marketing activities through social media [16]. Kopi Janji Jiwa's Instagram on the Entertainment element is shown by the appearance of content on Instagram which is made interesting, fun and entertaining.

This study is based on research conducted by Cheung et al which resulted in the finding that the elements in Entertainment and Customization have an insignificant influence on Consumer Brand Engagement [16]. The results of this study contrast with research conducted by [17] which shows that Entertainment and Customization have a significant influence on Customer Brand Engagement. These differences in findings provide important insights in identifying more relevant factors in building Customer Brand Engagement, as well as providing a deeper understanding of how these elements influence consumer responses to brands, in terms of Brand Loyalty. Therefore, this study aims to dig deeper into the elements that play a role in influencing Customer Brand Engagement, by considering the context and differences in dynamics that exist in the Indonesian market, especially in the three largest metropolitan cities in Indonesia, namely Jakarta, Surabaya, and Bandung.

2. METHOD

This study uses quantitative methods. This study uses primary data from Kopi Janji Jiwa consumers in Jakarta, Surabaya, and Bandung who are also followers of the brand's Instagram. Secondary data is obtained from journals, books, previous studies, and other relevant sources to support the analysis. The population in this study are Kopi Janji Jiwa consumers who live in Jakarta, Surabaya, and Bandung and are followers of Instagram @kopijanjiwiwa. The sample was selected using the purposive sampling method with a minimum sample size of 100 respondents. This study uses Partial Least Squares-Structural Equation Modeling (PLS-SEM) as a data analysis method.

3. RESULTS AND DISCUSSION

3.1. Profil of The Research Object

This study uses data obtained from a questionnaire using Google Form distributed via Instagram. The data was distributed in September 2024. The data to be used has also been filtered, where those who meet the requirements are domiciled in the largest metropolitan cities in Indonesia

(Jakarta, Surabaya, and Bandung), have bought and consumed Kopi Janji Jiwa at least 2 times in the last 3 months and are followers of Instagram @kopijanjiwa. From the results of the questionnaire distribution, 151 respondents were obtained, then after filtering, 133 respondents were collected who met the requirements and became samples.

3.1.1 Descriptive Analysis of Research Data

Data from all questionnaire respondents' answers that have been obtained are then processed using statistical data assessment, namely the average value (mean) as a representative of the data set and standard deviation, namely the distribution of data in the sample which shows how far or close it is to the average value.

1. Entertainment

The Entertainment variable has six indicators. On Instagram Kopi Janji Jiwa, the most interesting Instagram Feed content. This is indicated by the average value of the EN1 indicator of 4.08, which is the highest value on the average Entertainment variable. Then the lower average value is the exciting Kopi Janji Jiwa Instagram Story (EN3) of 4.03, as well as the fun Kopi Janji Jiwa Instagram Reel content (EN2) and the entertaining Kopi Janji Jiwa Instagram Story content (EN6) of 4.00. The statement on the entertaining Kopi Janji Jiwa Instagram Reel content (EN5) also has a low value of 3.97. So, the lowest average value on the Entertainment variable is the entertaining Kopi Janji Jiwa Instagram Feed content (EN4) of 3.96.

2. Customization

The Customisation variable has six indicators. Instagram Kopi Janji Jiwa makes it easiest for them to find product information. This is indicated by the average value of the CU4 indicator of 4.32, which is the highest average value in the Customisation variable. Then the lower average value is Instagram Kopi Janji Jiwa makes it easier for me to find product choices (CU6) of 4.28, as well as Instagram Kopi Janji Jiwa makes it easier for me to determine product choices (CU5) of 4.24 and product information on Instagram Kopi Janji Jiwa according to my needs (CU1) of 4.13. The statement on product choices on Instagram Kopi Janji Jiwa according to my needs (CU3) also has a low value of 4.08. So, the lowest average value on the Customisation variable is product recommendations on Instagram Kopi Janji Jiwa according to my needs (CU2) of 4.04.

3. Interaction

The Interaction variable has six indicators. Instagram Kopi Janji Jiwa makes it easiest for them to convey their opinions to the admin about the product. This is indicated by the average value of the IN6 indicator of 4.13, which is the highest average value in the Interaction variable. Then the lower average value is conveying opinions with fellow users about the product is easy to do via Instagram Kopi Janji Jiwa (IN3) of 4.09, as well as sharing information with fellow users about the product is easy to do via Instagram Kopi Janji Jiwa (IN1) of 4.05 and discussing with fellow users about the product is easy to do via Instagram Kopi Janji Jiwa (IN2) of 4.04. The statement of sharing information with the admin about the product is easy to do via Instagram Kopi Janji Jiwa (IN4) which also has a low value of 4.02. So, the lowest average value in the Interaction variable is discussing with the admin about the product is easy to do via Instagram Kopi Janji Jiwa (IN5) of 3.89.

4. e-WoM (Electronic Word of Mouth)

The EWOM variable has six indicators. Instagram Kopi Janji Jiwa is most capable of providing product information from trusted admins. This is indicated by the average value of the WO4 indicator of 4.28, which is the highest average value in the EWOM variable. Then the lower average value is the product reviews from users on the trusted Instagram Kopi Janji Jiwa (WO3) of 4.26, as well as product information from users on the trusted Instagram Kopi Janji Jiwa (WO1) of 4.24 and product reviews from admins on the trusted Instagram Kopi Janji Jiwa (WO6) of 4.23. As for the product recommendation statement from the admin on the trusted Instagram Kopi Janji Jiwa (WO5) which

also has a low value of 4.22. So, the lowest average value in the EWOM variable is the product recommendations from users on the trusted Instagram Kopi Janji Jiwa (WO2) of 4.14.

5. Trendiness

The Trendiness variable has six indicators. Kopi Janji Jiwa Instagram is the most capable of providing up-to-date product recommendations. This is indicated by the average value of the TR2 indicator of 4.30, which is the highest average value for the Trendiness variable. Then, the lower average value is the product choices on Kopi Janji Jiwa Instagram up to date (TR3) of 4.26 and product information on Kopi Janji Jiwa Instagram up to date (TR1) of 4.23. Likewise, product recommendations on Kopi Janji Jiwa Instagram are always trendy (TR5) and product choices on Kopi Janji Jiwa Instagram are always trendy (TR6) both of which have a value of 4.17. So, the lowest average value for the Trendiness variable is product information on Kopi Janji Jiwa Instagram is always trendy (TR4) of 4.11.

6. Brand Loyalty

The average value of the Brand Loyalty variable is 3.75, so respondents tend to agree regarding Brand Loyalty. The data results show a high willingness to recommend Kopi Janji Jiwa products to others. This is indicated by the average value of the BL1 indicator of 4.05, which is the highest average value in the Brand Loyalty variable. Then the lower average value is recommending Kopi Janji Jiwa services to others (BL2) of 3.96, as well as continuing to subscribe to Kopi Janji Jiwa products (BL3) of 3.79 and increasing the frequency of buying at Kopi Janji Jiwa (BL4) of 3.65. The statement that respondents are loyal customers of Kopi Janji Jiwa (BL5) also has a low value of 3.59. So, the lowest average value in the Brand Loyalty variable is that respondents will not switch from Kopi Janji Jiwa even though other brands offer more attractive offers (BL6) of 3.46.

7. Customer Brand Engagement

The average Customer Brand Engagement variable is 3.88, indicating that respondents tend to agree. The highest indicator is EM2 (4.19), which means that respondents are happy to consume Kopi Janji Jiwa. Indicators with lower values include SO2 (4.11), EM1 & SO3 (3.97), CO1 (3.93), EM3 & CO2 (3.74), SO1 (3.69), and the lowest is CO3 (3.53), which means that respondents rarely think about Kopi Janji Jiwa.

3.2. Data Analysis of Research Result

Partial Least Square (PLS) Analysis

Partial Least Square – Structural Equation Model (PLSSEM) analysis technique. PLS – SEM is a second-generation multivariate statistical procedure that is known to be effective for application in marketing research (Hair et al., 2021). The SEM method based on variance has been quite reliable and effective in estimating complex relationships between variables simultaneously. This method has also been known to create predictive models in social research. The approach to PLS-SEM follows the composite model approach in estimating a construct, so PLS-SEM is more suitable for exploratory research. Multivariate statistical analysis with PLS-SEM in this study uses SmartPLS3 software. The stages in this analysis will be divided into two main stages. In the first stage, testing is carried out on the outer model, which carries out validity and reliability tests. In the second stage, testing the inner model by conducting collinearity tests, R-square, F square, Q square and hypothesis testing.

3.2.1 Outer Model Test

The outer model is the most important stage that ensures that the indicators in this research model are reliable and valid. The outer model will show the feasibility of the indicators to measure a latent variable or its construct. Evaluation of the measurement model has two types of tests, namely reliability tests and validity tests, which will be run sequentially.

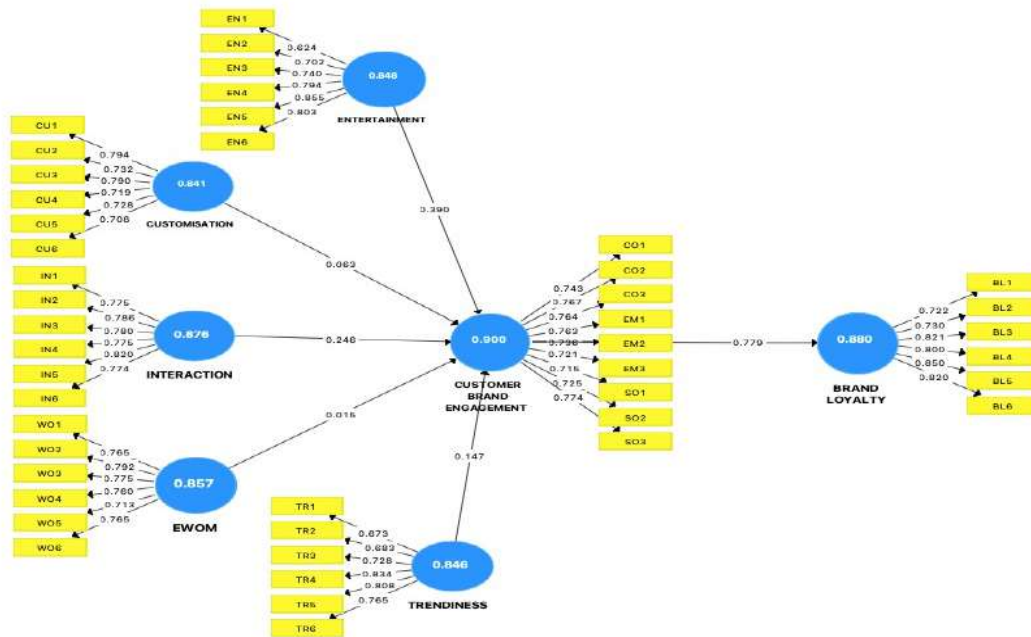


Figure 1. Outer Model Results
 Source: PLS-SEM processed results (2024)

The results of the measurement model obtained through the calculation menu with the PLS Algorithm in the form of a setting path. Based on Figure 1, the results of the outer model display the indicator loading values, there are 45 reflective indicators on a continuous scale (interval). The results of the outer model in the image above also show that all 45 reflective indicators (yellow boxes) have outer loading values that are in accordance with the required values [18]. As for the construct image (blue circle) which displays the Cronbach's alpha number which shows that all variables in the model have values above the 0.7 limit. So it can be concluded that this research model can be said to meet the requirements for construct reliability. The outer model image also shows coefficients that indicate the direction and magnitude of the influence of the variables on the research model which will be explained in the structural model.

3.2.2 Validity Test

Table 1. Heterotrait-Monotrait Ratio Values

Variable	Brand Loyalty	Customer Brand Engagement	Entertainment	Customization	Interaction	E-WOM	Trendiness
Brand Loyalty							
Customer Brand Engagement	0,872						
Entertainment	0,753	0,821					
Customization	0,589	0,694	0,850				
Interaction	0,695	0,745	0,854	0,804			
E-WOM	0,548	0,651	0,792	0,807	0,729		
Trendiness	0,515	0,642	0,745	0,711	0,595	0,810	

Source: PLS-SEM processed results (2024)

Based on the results of the Heterotrait-Monotrait Ratio values shown in table 1, it shows that all values have met the requirements (<0.900) [18]. The results have reflected that all indicators in this

research model have been discriminated well, so that all indicators are suitable for use in measuring their own constructs. So, it can be concluded that all variables pass the validity test.

3.2.3 Reliability Test

Table 2. Composite Reliability Values

Variable	Cronbach's Alpha	Composite Reliability
<i>Entertainment</i>	0,848	0,888
<i>Customisation</i>	0,841	0,883
<i>Interaction</i>	0,876	0,906
<i>EWOM</i>	0,857	0,892
<i>Trendiness</i>	0,846	0,885
<i>Customer Brand Engagement</i>	0,900	0,918
<i>Brand Loyalty</i>	0,880	0,910

Source: PLS-SEM processed results (2024)

The data description in table 2 shows that the Cronbach's Alpha value for all variables is above the minimum limit of 0.7, as required [18]. The results of the composite reliability value in the data above show that the value of all variables is above 0.7, where the highest value is 0.918. No composite reliability was found above the limit of 0.905, so that no redundancy was found in all indicators.

3.2.4 Collinearity Test

Table 3. Variance Inflation Factor (VIF) Values

Variable	Customer Brand Engagement	Brand Loyalty
<i>Entertainment</i>	2,983	
<i>Customisation</i>	2,672	
<i>Interaction</i>	2,542	
<i>EWOM</i>	2,692	
<i>Trendiness</i>	2,202	
<i>Customer Brand Engagement</i>		1,000

Source: PLS-SEM processed results (2024)

In table 3 it is known that the VIF value in this study, all variables have a value of less than 3 where the highest VIF value is 2.893 in Entertainment and the lowest is 1.000 in Customer Brand Engagement. Based on these data, all variables in the research model have ideal inner VIF values, so it can be ascertained that there are no issues or multicollinearity between all variables.

3.2.5 R-Square Test

Table 4. R-Square Values

Variable	R-Square
Customer Brand Engagement	0,576
Brand Loyalty	0,607

Source: PLS-SEM processed results (2024)

The data in table 4 shows that the R-Square value on the Customer Brand Engagement variable is 0.576, which means that the elements in Social Media Marketing, namely Entertainment, Customization, Interaction, EWOM, and Trendiness, are able to explain Customer Brand Engagement by 57.6%, while the remaining 42.4% is explained by other variables. The R-Square value on the Brand Loyalty variable is 0.607. This explains that Customer Brand Engagement is able to explain Brand Loyalty by 60.7%, while the remaining 39.3% is explained by other variables.

3.2.6 Effect Size Test (F²)

Table 5. f-square results

Path	f-square	Result
Entertainment -> Customer Brand Engagement	0,120	Effect size kecil
Customisation -> Customer Brand Engagement	0,004	Effect size kecil
Interaction -> Customer Brand Engagement	0,056	Effect size kecil
EWOM-> Customer Brand Engagement	0,000	Effect size tidak ditemukan
Trendiness -> Customer Brand Engagement	0,023	Effect size menengah
Customer Brand Engagement > Brand Loyalty	1,544	Effect size besar

Source: PLS-SEM processed results (2024)

Based on the values in table 5, it shows that the Trendiness variable has a medium effect size to influence Customer Brand Engagement because it has an f square value above 0.15. Then, the Entertainment, Customization, and Interaction variables have a small effect size to influence Customer Brand Engagement because they have an f square value between 0.02 and 0.15, while the EWOM variable does not have an effect size in influencing Customer Brand Engagement because it has a value below 0.02. As for the Customer Brand Engagement variable, it has a large effect size to influence Brand Loyalty because it has an f square value above 0.35. Thus, this study shows that among all the elements in Social Media Marketing, Trendiness has the strongest influence on Customer Brand Engagement of Kopi Janji Jiwa, and Customer Brand Engagement also has a strong influence on Brand Loyalty of Kopi Janji Jiwa.

3.2.7 Q Square Test

Table 6. Q Square Values

Variable	Q square
Customer Brand Engagement	0,309
Brand Loyalty	0,366

Source: PLS-SEM processed results (2024)

Table 6 shows that the Customer Brand Engagement variable has a Q square value of 0.309 so it can be said that the research model has a fairly good predictive ability in explaining the variable.

Likewise, the Brand Loyalty variable has a Q square value of 0.366, so it is known that the research model has medium predictive relevance in explaining the variable. Thus, the research model can be considered to have moderate predictive ability.

3.2.8 Hypothesis Testing

Among the five elements in Social Media Marketing, Entertainment and Interaction have a significant positive influence on Customer Brand Engagement of Kopi Janji Jiwa in the three largest metropolitan cities in Indonesia (Jakarta, Surabaya, and Bandung), where Entertainment has a higher influence on Customer Brand Engagement when compared to Interaction. While Customization, EWOM, and Trendiness, although they have a positive direction, do not have a significant effect on Customer Brand Engagement of Kopi Janji Jiwa. The results show that Customer Brand Engagement has a significant positive influence on Brand Loyalty of Kopi Janji Jiwa in the three largest metropolitan cities in Indonesia. The influence of Entertainment on Customer Brand Engagement has a path coefficient value of 0.390 with a t-stat of 3.318 (≥ 1.96) and p-values of 0.001 (<0.05), so it can be said that there is a significant positive influence from Entertainment on Customer Brand Engagement, so that the higher Entertainment as an element in Social Media Marketing will increase Customer Brand Engagement of Kopi Janji Jiwa. This concludes that the first hypothesis explaining that Entertainment has a significant effect on Customer Brand Engagement is accepted.

The effect of Customisation on Customer Brand Engagement has a path coefficient value of 0.063 with a t-stat of 0.559 (<1.96) and p-values of 0.576 (>0.05), so it can be said that there is an insignificant effect with a positive direction from Customisation to Customer Brand Engagement, so that the higher Customisation as an element in Social Media Marketing does not have a real (significant) impact on Customer Brand Engagement of Kopi Janji Jiwa. This concludes that the second hypothesis explaining that Customisation has a significant effect on Customer Brand Engagement is rejected.

The influence of Interaction on Customer Brand Engagement has a path coefficient value of 0.246 with a t-stat of 2.012 (≥ 1.96) and p-values of 0.044 (<0.05), so it can be said that there is a significant influence with a positive direction from Interaction on Customer Brand Engagement, so that the higher the Interaction as an element in Social Media Marketing will increase Customer Brand Engagement Kopi Janji Jiwa. This concludes that the third hypothesis explaining that Interaction has a significant effect on Customer Brand Engagement is accepted. The influence of EWOM on Customer Brand Engagement has a path coefficient value of 0.015 with a t-stat of 0.131 (<1.96) and p-values of 0.896 (>0.05), so it can be said that there is an insignificant influence with a positive direction from EWOM on Customer Brand Engagement, so that the higher EWOM as an element in Social Media Marketing does not have a real (significant) impact on Customer Brand Engagement Kopi Janji Jiwa. This concludes that the fourth hypothesis explaining that EWOM has a significant effect on Customer Brand Engagement is rejected.

The effect of Trendiness on Customer Brand Engagement has a path coefficient value of 0.147 with a t-stat of 1.537 (<1.96) and p-values of 0.124 (>0.05), so it can be said that there is an insignificant effect with a positive direction from Trendiness to Customer Brand Engagement, so that the higher Trendiness as an element in Social Media Marketing does not have a real (significant) impact on Customer Brand Engagement of Kopi Janji Jiwa. This concludes that the fifth hypothesis explaining that Trendiness has a significant effect on Customer Brand Engagement is rejected.

The influence of Customer Brand Engagement on Brand Loyalty has a path coefficient value of 0.779 with a t-stat of 18.537 (≥ 1.96) and p-values of 0.000 (<0.05), so it can be said that there is a significant influence with a positive direction from Customer Brand Engagement on Brand Loyalty, so that the higher the Customer Brand Engagement will increase the Brand Loyalty of Kopi Janji Jiwa.

This concludes that the sixth hypothesis explaining that Customer Brand Engagement has a significant effect on Brand Loyalty is accepted.

3.3. Discussion

3.3.1 The Influence of Entertainment on Customer Brand Engagement

Entertainment refers to the creativity of marketers in carrying out their marketing activities through social media such as presenting interesting content, in the form of videos, games, and campaigns that can encourage customers to be interested [16]. The results of the H1 hypothesis test in table 4.16 show that H1, namely "Entertainment has a significant influence on Customer Brand Engagement" is declared accepted. This is supported by the t-statistic value of 3.318, where the value is greater than the limit value of 1.96 and the p-values of 0.001, which are smaller than the limit value of 0.005. So, the t-statistic and p-values in H1 have met the criteria. Then it is also known that the value of the path coefficient is 0.390 so that it can be said that there is a positive direction from Entertainment to Customer Brand Engagement.

Based on the indicators in the Entertainment variable, it shows that Instagram Kopi Janji Jiwa displays interesting, fun, and entertaining content, especially on Story, Reel, and Feed that can encourage customer engagement with the brand. The results of this study found that Entertainment has a significant influence on Customer Brand Engagement, in contrast to previous research conducted by [16] which found that Entertainment did not have a significant influence on Customer Brand Engagement.

3.3.2 The Influence of Customization on Customer Brand Engagement

Customization is the ability to create a product or service that suits each customer or specific customer group [3]. The results of the H2 hypothesis test in table 4.16 show that H2, namely "Customization has a significant influence on Customer Brand Engagement" is rejected. This is supported by the t-statistic value of 0.559, where the value is smaller than the limit value of 1.96 and the p-values of 0.576, which are greater than the limit value of 0.005. So, the t-statistic and p-values in H2 do not match the criteria. Then it is also known that the value of the path coefficient is 0.063 so that it can be said that there is a positive direction from Customization to Customer Brand Engagement.

Based on the indicators in the Customization variable, it shows that information related to products, recommendations and product choices on Instagram Kopi Janji Jiwa does not encourage customer involvement in the brand. The results of this study found that Customization did not have a significant effect on Customer Brand Engagement, in line with previous research conducted by [16] which found that Customization did not have a significant effect on Customer Brand Engagement.

3.3.3 The Influence of Interaction with Customer Brand Engagement

Interaction on social media is an opportunity for users to interact with each other, which encourages customer relationships with brands and interest in purchasing products [16]. The results of the H3 hypothesis test in table 4.16 show that H3, namely "Interaction has a significant influence on Customer Brand Engagement of Kopi Janji Jiwa" is declared accepted. This is supported by the t-statistic value of 2.012, where the value is greater than the limit value of 1.96 and p-values of 0.044, which is smaller than the limit value of 0.005. So, the t-statistic and p-values in H3 are in accordance with the criteria. Then it is also known that the value of the path coefficient is 0.246 so that it can be said that there is a positive direction from Interaction to Customer Brand Engagement.

Based on the indicators in the Interaction variable, it shows that Instagram Kopi Janji Jiwa in providing users with the opportunity to share information, discuss, and express opinions to other users and admins encourages customer involvement in the brand. The results of this study found that

Interaction has a significant influence on Customer Brand Engagement, in line with previous research conducted by [16] which found that Interaction has a significant influence on Customer Brand Engagement.

3.3.4 The Influence of EWOM on Customer Brand Engagement

Electronic Word of Mouth (EWOM) is the process of disseminating information related to consumer experiences and opinions [19]. The results of the H4 hypothesis test in table 4.16 show that H4, namely "EWOM has a significant influence on Customer Brand Engagement of Kopi Janji Jiwa" is rejected. This is supported by the t-statistic value of 0.131, where the value is smaller than the limit value of 1.96 and the p-values of 0.896, which are greater than the limit value of 0.005. So, the t-statistic and p-values in H4 do not meet the criteria. Then it is also known that the value of the path coefficient is 0.015 so that it can be said that there is a positive direction from EWOM to Customer Brand Engagement.

Based on the indicators in the EWOM variable, it shows that Instagram Kopi Janji Jiwa in providing trusted information, recommendations, and product reviews does not encourage customer involvement in the brand. The results of this study found that EWOM did not have a significant effect on Customer Brand Engagement, in contrast to previous research conducted by [16] which found that EWOM had a significant effect on Customer Brand Engagement.

3.3.5 The Influence of Trendiness on Customer Brand Engagement

Trendiness is related to sharing the latest information related to products or services and adjusting to trends that are developing in society [20]. The results of the H5 hypothesis test in table 4.16 show that H5, namely "Trendiness has a significant influence on Customer Brand Engagement of Kopi Janji Jiwa" is rejected. This is supported by the t-statistic value of 1.537, where the value is smaller than the limit value of 1.96 and the p-values of 0.124, which are greater than the limit value of 0.005. So, the t-statistic and p-values in H5 do not match the criteria. Then it is also known that the value of the path coefficient is 0.147 so that it can be said that there is a positive direction from Trendiness to Customer Brand Engagement.

Based on the indicators in the Trendiness variable, it shows that Instagram Kopi Janji Jiwa in providing information, recommendations, and product choices that are up to date and trendy does not encourage customer involvement in the brand. The results of this study found that Trendiness does not have a significant influence on Customer Brand Engagement, in contrast to previous research conducted by [16] which found that Trendiness has a significant influence on Customer Brand Engagement.

3.3.6 The Influence of Customer Brand Engagement on Brand Loyalty

Customer Brand Engagement is the interaction, involvement, and long-term relationship of customers to the brand [8]. The results of the H6 hypothesis test in table 4.16 show that H5, namely "Customer Brand Engagement has a significant influence on Brand Loyalty of Kopi Janji Jiwa" is declared accepted. This is supported by the t-statistic value of 18.537, where the value is greater than the limit value of 1.96 and the p-values of 0.000, which are smaller than the limit value of 0.005. So, the t-statistic and p-values in H6 are in accordance with the criteria. Then it is also known that the value of the path coefficient is 0.779 so that it can be said that there is a positive direction from Customer Brand Engagement to Brand Loyalty. Based on the indicators in the Customer Brand Engagement variable, it shows that positive feelings, paying attention, and talking about Kopi Janji Jiwa encourage customer loyalty to the brand. The results of this study found that Customer Brand Engagement has a significant influence on Brand Loyalty, in line with previous research

conducted by Xi and Hamari which found that Customer Brand Engagement has a significant influence on Brand Loyalty [10].

3.3.7 Overall Model Analysis

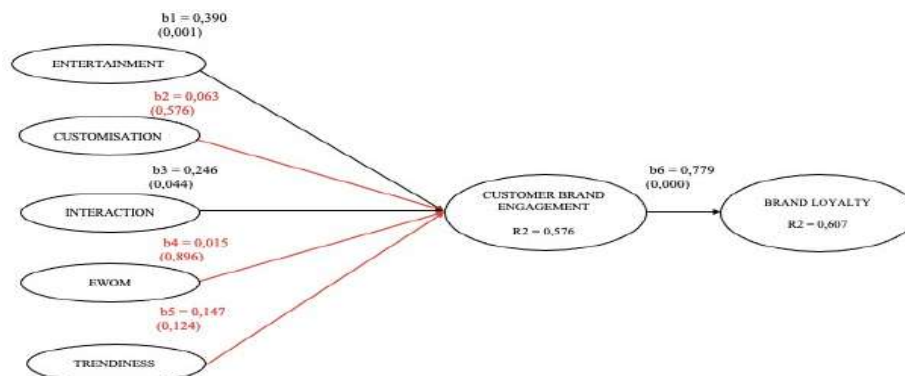


Figure 2. Research Model (Results)

Source: Processed data (2024)

Based on the results of the overall model analysis, it can be seen that the Brand Loyalty variable is formed by the Customer Brand Engagement variable. This shows that the more customer involvement there is, the more loyal customers are to Kopi Janji Jiwa, especially in the three largest metropolitan cities in Indonesia (Jakarta, Surabaya, and Bandung).

Meanwhile, the Customer Brand Engagement variable is formed by 5 variables, namely Entertainment, Customization, Interaction, EWOM, and Trendiness. Based on the results of the study, it is known that Entertainment is the variable that has the greatest influence on Customer Brand Engagement, followed by the Interaction variable. The Entertainment variable has a greater influence than Interaction, which can be due to the appearance of social media and interesting content that encourages customers to be more interested in interacting so that customers are involved in the brand, such as expressing opinions in the comments column or sharing Kopi Janji Jiwa information with others.

The Customization variable is known to have no significant effect, because generally the use of social media is intended to display information, recommendations and product choices so that this variable is not an important factor in building Kopi Janji Jiwa Customer Brand Engagement. Likewise, the EWOM variable has no effect, this is because customers can also find information, reviews and product recommendations from admins and other customers on other brand social media, so this variable is also not an important factor in building Customer Brand Engagement Kopi Janji Jiwa. The Trendiness variable does not have a significant effect, because other brands will certainly also follow the trends in society to attract customers, which are then adjusted to their products, information and product recommendations so that they do not become an important factor in building Customer Brand Engagement Kopi Janji Jiwa.

Furthermore, Customer Brand Engagement is known to have a significant influence on Brand Loyalty. This is because when customers have a pleasant experience and feeling when consuming Kopi Janji Jiwa and recommending it to others, it shows that customers are satisfied and believe in the quality provided by Kopi Janji Jiwa which encourages repeat purchases and customer loyalty.

4. CONCLUSION

Based on the discussion above, it can be concluded that among the variables Entertainment, Customization, Interaction, EWOM, and Trendiness, the most influential on Customer Brand Engagement is the Entertainment variable, followed by the Interaction variable. This is because the

more entertaining and interesting the content displayed on Instagram will encourage customer interaction such as expressing opinions and sharing information through features on Instagram, where this is a factor that forms customer engagement in Kopi Janji Jiwa. The results show that customer engagement which includes positive experiences and feelings when consuming Kopi Janji Jiwa and recommending it to others, shows that customers are satisfied and believe in the quality provided by Kopi Janji Jiwa which encourages customer loyalty.

Based on the research results, it is recommended that Kopi Janji Jiwa be more active in managing Instagram by presenting interesting content that is in accordance with the target market to increase Customer Brand Engagement, especially through the Entertainment aspect which has proven to be the most influential. In addition, the use of interaction features such as the comment column and direct messages needs to be optimized so that customers can share information, discuss, and interact with admins and fellow customers. Marketing strategies that involve positive experiences and active interactions on social media are also important to strengthen customer emotional attachment, which ultimately increases Brand Loyalty. Theoretically, this study confirms the role of Entertainment and Interaction as the main factors in Social Media Marketing that drive Customer Brand Engagement, so that businesses can focus more on effective digital marketing strategies.

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